

# **RECRUITMENT COMMITTEE POLICIES**

## **Updated April 2008**

### **Section 1: ReCo's Budget:**

1. ReCo will draft an itemized committee budget every year to be approved by the Board with the rest of the annual operating budget.
2. ReCo will regularly monitor and update the budget throughout the fiscal year.
3. Once a line item has been budgeted for, ICC staff members are authorized to spend that money to accomplish the project or task that the money was designated for.

### **Section 2: ReCo Staff Collaboration:**

1. ReCo will work to keep staff informed of their events, projects, ad postings, and all other relevant information.
2. Staff will keep ReCo informed to relevant advertisements, projects, etc. so that staff and ReCo can most effectively coordinate efforts.
3. If they are able, ReCo will assist the Director of Member Services and the Marketing Intern with tasks and projects as needed and appropriate.
4. ReCo will serve as a brainstorming group for advertisement ideas, flyer designs, etc. and will present them to staff to use as they deem appropriate.

### **Section 3: Recruitment bonuses:**

1. A recruitment bonus is a reward that is given to a current ICC member for recruiting a new ICC member.
2. A \$50 recruitment bonus will be given for recruiting a person who has never lived in the ICC before to sign a full Fall/Winter contract.
3. Members not eligible for the \$50 bonus, but who recruit a person who has never lived in the ICC before to sign for a full semester (Spring, Summer, Fall, or Winter) will be eligible for a free hat, water bottle, or t-shirt from the current supply in stock at the office.
4. The new member must indicate that they were recruited by someone the first time they fill out an application for a recruitment bonus to be given.
5. ReCo is responsible for publicizing this program to the members.
6. ReCo will allot money in its budget to pay members for recruitment bonuses.
7. Finance staff has the authority to draw money from the Recruitment budget to pay members who are entitled to a recruitment bonus.
8. ReCo may discontinue this program when they create the budget for the next year, but they must be certain to inform appropriate staff members of this decision.

### **Section 4: Advertisement Guidelines:**

1. How to advertise the ICC charges:
  - a. If people do not understand that the price of our charges covers room, board, utilities, and amenities the price does not seem competitive with other housing options.

- b. When advertising total ICC charges separate the ICC charges and house charges but indicate both are required:
    - i. E.g. “\$340 a month plus the cost of utilities, amenities, and all the food you can eat”
    - ii. E.g. “\$340 a month for a room plus \$175 for all utilities, amenities, and all the food you can eat.
2. Points to highlight in advertisements:
- a. Affordability (scholarships available)
  - b. Opportunity to meet new people/ make new friends
  - c. All inclusive utilities and amenities
  - d. All the food you can eat
  - e. 4 and 8 month contracts available
  - f. Home-cooked Meals
  - g. Variety of unique houses to choose from (e.g. Vegetarian/vegan, substance free, Graduate Student, North and Central Campus area, etc.)
3. Words not to use in ads:
- a. Cheap – use something like “cost effective, competitive, or affordable” instead
  - b. Dorms – use “Residence Halls” instead